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SAMSUNG MOBILE PHONES FOR YEAR 2017 AND THEIR COMPETITIVENESS IN THE CZECH REPUBLIC

MOBILNÍ TELEFONY SAMSUNG PRO ROK 2017 A JEJICH KONKURENCESCHOPNOST V ČESKÉ
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Abstract

This bachelor thesis deals with Samsung mobile phones for year 2017. It is primary focused on the technologies used in the mobile phones and their advantages over the competition on the Czech market.

Furthermore, there are also described several marketing tools, which Samsung used in Czech retail to make its product more known and more visible.

The last chapter deals with year 2017. The sales of the phone in the year 2017 were examined and the analytics of customer needs is provided.

Keywords

Samsung, Galaxy series, mobile phones, Android, features, competition, promotion

Abstrakt

Tato bakalářská práce pojednává o mobilních telefonech firmy Samsung pro rok 2017. Je primárně zaměřena na technologie, které jsou v telefonech použity a jejich výhodami oproti konkurenci na českém trhu.

Dále je v práci popsáno několik marketingových nástrojů, které Samsung používá v Českém maloobchodě, aby byly jeho produkty známější a viditelnější.

Poslední kapitola je o roce 2017. Jsou zde popsány prodeje telefonů v roce 2017 a analýza potřeb zákazníků.

Klíčová slova

Samsung, řada Galaxy, mobilní telefony, Android, funkce, konkurence, podpora prodeje

Prohlášení

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V Brně dne

.....

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1 Introduction

The 21st century is full of technological innovation. Technologies that were unknown fifty years ago, became the essential part of our lives e.g. laptops, tablets and the most important for human being the mobile phones.

The power of computer, whose size once equaled a whole room or even big flat, is nowadays hidden in a small package called smart phone, which is as small as human palm.

The first mobile phones, which were initially sold as car equipment, began to appear in the mid-20th century in the US. Truly portable devices appeared in 1970s. Since that time the mobile devices and its using have gone through many changes. It went from giant phone cases, through keys phones, to the current smartphones that make life easier for people.

New technologies and development brought us to this time, when the mobile phone is an essential equipment for almost 6 billion people. Have you ever wondered how many devices the smartphones replaced? Alarm, calendar, GPS navigation and many more. We are keeping in touch with our friends, it helps us with our job responsibilities, beautiful pictures are taken with camera on our mobile phones. It helps people to live their life easier, better and more comfortable. With the smartphones, everything is just a click away.

All companies are eager to succeed among users. Some of them had a certain competitive advantage, because they were the pioneers of certain phone products or mobile features. Nevertheless, the time is changing. Today there is a large number of companies in the consumer electronics market, but the differences between them are beginning to wither away. Although some are significantly more successful than their competitors. The reason, why this is happening, is certainly not possible to capture in this work.

The question is what the big brands do for the user to be able to use their mobile device comfortably on a daily basis. The focus in this work is on Samsung brand. What Samsung has done for mobile phone users in 2017?

We no longer use the phone just for calling and sending SMS. Phones are our extended hand. This bachelor thesis deals with Samsung's new technologies introduced in the field of mobile phones for year 2017. There are also the main benefits of Samsung phones and some of the strategies for retail marketing which Samsung have used.

2 The aim and methodology

This bachelor thesis is about company Samsung Electronics, namely about its Czech and Slovak division Samsung Electronics Czech and Slovak s.r.o. and its mobile phone product line for year 2017.

The first part deals with technical research of the Samsung mobile phones. It describes Samsung products which they have made and introduced to the customers in the year 2017 and what the other brands have produced to compete Samsung. The second part focuses on marketing research, which deals with influencing customers in retail marketing.

The aim of this bachelor thesis is to evaluate the competitiveness of Samsung Electronics in the field of mobile phones in 2017 from the technical and customer point of view. The benefit of the whole work is that it provides complete technical analytics of Samsung's mobile phone product line in 2017. There are summarized understandable information about mobile phones even for layman. The marketing research is about Czech retail with a focus on tools which Samsung use.

This thesis could be useful for customers, sales men and anybody who is interested in mobile phones and who are looking for more professional, but still understandable information. This thesis could be also used for beginning merchandisigners or promoters in the field of electronics as a booklet, because this thesis deals with basics of merchandising and in store promotion.

Partial goals included in the work:

- Overview of Samsung mobile phones for 2017
- Analysis of competition
- Overview of Samsung retail marketing strategies
- Analysis of mobile phone sales in 2017

3 Technical research

3.1 About Samsung

The Samsung Group is the largest conglomerate in South Korea and the third largest in the world. Samsung manages several companies in the world. It consists of a large number of international companies, all of them are grouped together and featured under the Samsung brand. Members of three major companies are Samsung Electronics, the world's largest consumer electronics producer, Samsung Heavy Industries, the world's largest shipbuilder, and Samsung Engineering & Construction, the global leader in building engineering.

These three major companies form the basis of the entire Samsung group and reflect the meaning of the Samsung logo, which means "three stars" in translation.



Figure 1: Samsung's company logo since 1996

Samsung is often associated only with mobile phones, tablets, smart TVs and laptops. However, Samsung products can be found anywhere, the competitive Apple product - iPhone also consists of components that come from the Samsung workshop - display, processor, memory. In general, Samsung is a global group that produces almost everything we can only imagine. It operates hotels, insurance companies and invests in the development of new medicine.¹

¹TROUSIL, Impérium SAMSUNG, [10]

The Samsung group accounts for 20% of total exports from South Korea, with strong government support. Many Koreans are highly loyal to Samsung because they consider it as a symbol of national pride. The company has a major influence on the economic development of the country, politics, the media and culture. Samsung employs more than 300 000 people in 79 countries including the Czech Republic, invests in 34 research and development centres, takes care of the planet by recycling plastics.²

Nevertheless, the focus is on Samsung Electronics, the flagship subsidiary of Samsung founded in 1969. It is one of the world's largest pioneers in technology industry. Currently Samsung Electronics generates around 70% of the entire turnover of Samsung group. According to the information from sustainability report in 2016, Samsung smartphone marketing share is 20,8%, this is making Samsung the world NO.1 in mobile phones and smartphones.³

3.2 Samsung product line

There are basic specifications which each of Samsung's smartphones from 2017 have. The specification can be slightly different because of the distribution. There is a focus on the Czech distribution. It is clear that the highest model has the highest specifications. The higher model it is, the better processor there is, the better camera and the more premium features are installed.

Firstly, it is necessary to clarify what each specification means, what it determines and how it affects the customer.

Explanation part:

- Operation system (OS)

It is a basic program which enables user to control hardware without having any special programming skills. As for Samsung, it currently uses two operating systems Android – for mobile phones and Tizen – for wearable devices such as smartwatches, fit bands and headphones.

²Fast Facts, [11]

³Samsung Electronics sustainability report 2016, [12]

- Android

It is an open source operation system whose development is ensured by Google. Currently the latest version is Android 7.0 Nougat, which is also used in all Samsung mobile phones for 2017. The higher version of Android, the better security, application support and support of Bluetooth connected peripheral devices.

- User interface (UI)

It is the appearance of the software. Different brands use different user interface (UI) to distinguish themselves. Android in default version without any launcher or producer modification is called pure Android. Samsung uses “Samsung experience” as a user interface. It is inseparably bound with the phone. The optimization rate of UI is resolved by the developer. UI should affect as little as possible the computational performance of the phone.⁴

- Dual SIM

Dual SIM mobile phones enable using two sim cards, because there are two slots for the SIM card in the mobile phone. However, there also exists a hybrid dual SIM, which mean that the user has to choose to use either two SIM cards or one SIM card and SD card.

- Micro USB

The smallest version of Universal Serial Bus (USB) developed for connecting to PC and charging mobile devices such as mobile phones, GPS devices, cameras etc.

- USB OTG

USB OTG (on-the-go) is a USB port for portable devices. This means that its charging micro USB connector in the body of the device is ready to work as a host of USB-capable peripherals such as flash memory, card reader, mouse etc.

⁴ CHROUST, Samsung v Androidu Nougat přejmenuje TouchWiz na „Samsung Experience“, [42]

- USB-C

It is a double-sided connector, which has universal usage. This connector transfers data, energy, image signal etc. In near future, it will replace the other connectors such as HDMI, DisplayPort etc. USB-C has standard USB 3.1 Gen2, it can power a variety of devices in both directions, including a laptop or a monitor. It supports the transmission of a stronger power supply (20V, 5A instead of 5V and 0.9A). In addition, a single cable can be connected to a data and power source. Data transmission is theoretically about 10Gb/s.⁵

- Super AMOLED

It is the marketing name for type of OLED display (Organic Light Emitting Diodes), which enables wide viewing angles, support for a large gamut and display real black, because the black pixel, which is supposed to show black colour, is switched off. Due to this Super AMOLED displays are able to prolong battery life.⁶

- Internal memory

Storage space for OS, application and data.

- Random Access Memory (RAM)

It enables access to OS, application programs and data in using. This memory is deleted automatically after switching off the phone. It also affects multitasking functionality.

- Central Processing Unit (CPU)

Performance of processor is rated in the frequency. The higher the frequency is, the faster processor processes the needed results. The frequency of today's processors is in the GHz range.

Current CPUs are divided into several cores. Core actually calculates the required tasks. In the case there is a higher number of cores (e.g. quad-core,

⁵ MURAY and DOMINGO, What Is USB-C? An Explainer, [41]

⁶ FISHER, What Does Super-AMOLED Mean?, [39]

octa-core) in the processor, the calculation is divided between the cores, which rapidly reduces the time of calculation.

In case of octa-core chips there are four efficient cores and four lower-powered cores for better energy management.

- Resolution of the camera

It defines how many pixels are available to record the real scene. This resolution is generally defined in megapixels, which indicates how many pixels are on the camera sensor that is used to record the scene. The more megapixels the camera offers, the more information can be captured in the image. However, the resolution of the camera is not the only and most important parameter. No matter how many megapixels the camera has, you can still obtain low-quality photo. The quality of the photo depends on the aperture of the lens, the type of the lens, camera scanning chip etc. Unfortunately, these parameters are hard to find, because companies usually buy these components from another company.⁷

- Aperture of the lens

Aperture is a hole within a lens, through which light travels into the camera body. It is given as e.g. f/2.0.

- Proximity sensor

It is a sensor which detects nearby objects. It is used in mobile phones to detect user's ear during the phone call to darken the display and save the battery.

- Accelerometer

The accelerometer is a built-in electronic component that measures tilt and motion. It detects rotation and motion such as swinging or shaking.

- Gyroscope

A gyroscope sensor (gyroscope) is often connected to the accelerometer in mobile phones. It works like an accelerometer to determine the tilting and rotation of the

⁷ EISMANN, DUGGAN and GREY, Digital Photography Fundamentals: Understanding Resolution and Bit Depth, [40]

phone. However, what distinguishes these two components is the fact that the accelerometer measures the acceleration while the gyroscope measures angular velocity. It is therefore advantageous to use their combination. The accelerometer determines the direction in which the mobile phone moves only in two axes. Recognition of movement on the third axes is ensured by a gyroscope. We can more accurately determine the actual motion of the device in space e.g. for gaming on the phone.

This is a gold standard configuration, which the Samsung offers in every mobile phone for year 2017.

Table 1: General specification

Platform	Operation system: Android 7.0 + Samsung experience
Display	Capacitive touchscreen Super AMOLED: 16M colors
Memory	Card slot: microSD, up to 256 GB
Connectivity	Wi-Fi (Wi-Fi direct, hotspot) 4G LTE (Long Term Evolution) GPS (Global Positioning System) Bluetooth 4.2 3,5mm stereo headphone jack
Sensors	Proximity sensor Accelerometer
Battery	Non-removable Li-Ion

*except display of J3 there is PLS capacitive touchscreen.

Samsung also offers interesting software feature for its 2017 mobile phones:

- Multitasking

It is the ability of the operating system to perform multiple processes at the same time. This function is closely associated with the Galaxy S series. From Samsung GalaxyS5 (2014) it was a premium feature that only the most powerful phones had. Nowadays even a low performance phones with Android 7.0 enables the user to view and use two applications at the same time on the split screen.⁸

⁸ IBRAHIM, p. 82-86, [4]

- Samsung's Secure Folder

This is private and security space, where user is able to hide secret content photo, documents, etc., which is encrypted by password.

- Dual messenger

It allows to set up two accounts for the same messenger application (e.g. Facebook, Instagram etc.) with different purposes. Users can install and easily manage the second messenger account e.g. work and private.

- Samsung cloud

Each Samsung account comes with 15GB of free storage for backups.

- Smart switch

It is an application, which enables an easy transfer of user's files, photos etc. to new Samsung device. It is also possible to install this application to other platforms such as iOS, Windows mobile, BlackBerry and transfer your data easily.

- Samsung Knox

Security platform that protects against intrusion, malware and more malicious threats.

- Samsung health

It is an application, that monitors user's activity, nutrition and sleep and provides useful information based on user's progress. It is even more useful with wearables such as smartwatches or fit bands.

3.2.1 Galaxy J

The Galaxy J Series is one of Samsung's best-selling smartphone series in the Czech Republic. Galaxy J is quality for the great price (slogan for CZ).

At any rate, it is the lowest product series - Simply smart (slogan for UK).

There are some features which are common for whole J series phones, which enable user for quick recognition.⁹

- Charging through micro USB 2.0, that supports USB OTG
- Rear camera resolution 13MP with LED flash and autofocus
- Phones record videos in Full HD 1080p@30fps
- Phones are made in single sim (in CZ available only at certain e-shop) or full dual sim version (retail sale).
- Metal design

The customer who is interested in Galaxy J should be undemanding user. Users should not use the phone in degraded conditions such as wet and dust. The customer should be aware of installing demanding application.¹⁰

3.2.1.1 Galaxy J3 2017 – J330F



Figure 2: J330F

Table 2: Specification of J330F

Platform	CPU: Quad-core 1.4 GHz
Display	Size: 5.0 inches PLS capacitive touchscreen Resolution: HD 720 x 1280
Memory	Internal: 16GB RAM: 2GB
Camera	Primary: 13MP, f/1.9 Secondary: 5MP, f/2.2
Battery	2400 mAh

*PLS is a type of LCD panel.

In the Samsung hierarchy, J3 is down to the bottom. In spite of this fact, model J3 is very interesting phone especially due to its price (see Table 5: Price table of Galaxy J series below). It takes advantage of its functionality and above average rear camera. Most of the features of Samsung Galaxy J3 are described before as

⁹Galaxy J, [13]

¹⁰Press announcement about J series, [17]

a standard configuration (see Table 1: General specification and software features above), because J3 is a basic model of whole Galaxy series.

3.2.1.2 Galaxy J5 2017 – J530F



Figure3: J530F

Table 3: Specification of J530F

Platform	CPU: Octa-core 1.6 GHz
Display	Size: 5.2 inches Resolution: HD 720 x 1280
Memory	Internal: 16GB RAM: 2GB
Camera	Primary: 13MP, f/1.7 Secondary: 13MP f/1.9
Battery	2400 mAh

- Fingerprint

Fingerprint reader is a safer and more comfortable type of phone security. It prevents unauthorized users from accessing your personal information.

Galaxy J5 is somewhere in the middle of the J series. The phone's chassis is a combination of glass and metal. This model offers a slot for up to two SIM cards and a fingerprint reader, a gyroscope and a compass. Everything is included in the unibody construction. HD display is protected by hardened 2.5D glass with increased durability. The Samsung Galaxy J5 provides users with various methods of payment due to included NFC (Near Field Communication) and MST (Magnetic Secure Transmission).¹¹

¹¹Press announcement about J series, [17]

3.2.1.3 Galaxy J7 2017 – J730F



Figure4: J730F

- Always-on-display

It is a premium feature of the smartphones that means the screen would always be showing the clock and notification symbols.

A sophisticated, all-metal design of J7 is very similar through whole J-series. The camera is aligned with the back of the phone. There is a 5.5-inch Full HD protected by 2.5D hardened glass with increased durability. Private data are secured with a fingerprint as on J5 that is allowed to use it for a sign-in, mobile payments, or online account verification. J7 offers “always-on-display”, it means that none of the notification will be missed.¹²

Table 4: Specification of J730F

Platform	CPU: Octa-core 1.6 GHz
Display	Size: 5.5 inches Resolution: Full HD 1080 x 1920
Memory	Internal: 16GB RAM: 3GB
Camera	Primary: 13MP, f/1.7 Secondary: 13MP f/1.9
Battery	2400 mAh

¹²Press announcement about J series, [17]

Table 5: Price table of Galaxy J series

Model	Availability in CZ	Recommended retail price
J330F	beginning of August 2017	5 490 CZK
J530F	middle of July 2017	6 999 CZK
J730F	beginning of June 2017	8 999 CZK

3.2.2 Galaxy A

The Galaxy A series is upper mid-range in Android smartphones. The A line up is named by phone called Galaxy Alpha, which was announced in 2014. It was a high-end device with metallic frame. Design of Galaxy A series always comes from design of S series.

The mobile phones of this series offer high performance in stylish body (slogan for CZ).

The A series is traditionally a spring series that is the reason why the native Android in As is Android 6 (Marshmallow), but now it is already upgradable to Android 7 (Nougat).

There are features likewise for whole Galaxy A series.¹³

- Charging through USB-C
- Single sim version only available for CZ
- Octa-core processor
- Certification IP68

IP68 is the highest "degree of protection". This is a standardized assessment of the resistance of electronic devices against foreign body intrusion (the number six means dustproofness) and water (the number eight indicates that the device is capable of continuous immersion in water under conditions specified by the device manufacturer but more than 30 minutes and 1 meter depth).¹⁴

Samsung declares waterproofness for 30 minutes in 1,5 meter depth.

- Sensors: Fingerprint, accelerometer, gyro, proximity, compass, barometer

¹³Galaxy A, [14]

¹⁴ IBRAHIM, p. 144, [4]

3.2.2.1 Galaxy A3 – A320F



Figure5: A320F

Table 6: Specification of A320F

Platform	CPU: Octa-core 1.6 GHz
Display	Size: 4.7 inches Resolution: HD 720 x 1280
Memory	Internal: 16GB RAM: 2GB
Camera	Primary: 13MP, f/1.9 Secondary: 8MP f/1.9
Battery	2350 mAh

The A3 has become the basis of the Galaxy A series. Its advantage is a small display. Nowadays there is a lack of small, powerful phones on the market. The trend is a large display over 5 inches. If the customer wants high-performance and small phone with Android and certification IP68, there is almost no competition.¹⁵

¹⁵Press announcement about A series, [18]

3.2.2.2 Galaxy A5 – A520F



Figure 6: A520F

Table 7: Specification of A520F

Platform	CPU: Octa-core 1.9 GHz
Display	Size: 5.2 inches Resolution: Full HD 1080 x 1920
Memory	Internal: 32GB RAM: 3GB
Camera	Primary: 16MP, f/1.9 Secondary: 16MP f/1.9
Battery	3000 mAh

- Fast charging

Fast charging allows more energy to pass to the battery with higher than normal voltages until it reaches the "saturation point" - typically around 60 to 80% of the charge. At this point, the power regulator reduces power consumption, and the phone charge rate will drop as it approaches 100%. The decisive factor for the charge rate is therefore the starting condition - from 20% to 60%, the phone charges faster than from 60% to 100%.¹⁶

¹⁶ IBRAHIM, p. 21, [4]

The A5 is often compared to A3. However, the difference between them is clearly visible. The A5 is more powerful and has more premium features such as fast charging. More interesting fact is that the A5 is very likewise to last year Samsung's flagship S7 (G930F).

Table 8: Comparison table A520F vs. G930F

Model	A520F	G930F
Available	February 2017	March 2016
Connectivity	USB-C	Micro USB
Display	5,2 inches Full HD 1080 x 1920	5,1 inches QHD 1440 x 2560
CPU	Octa-core 1.9 GHz	Octa-core (4x2.3 GHz & 4x1.6 GHz)
RAM	3GB	4GB
Camera	Primary: 16 MP, f/1.9 Secondary: 16 MP, f/1.9 Video: Full HD 1080p@30fps	Primary: 12 MP, f/1.7 Secondary: 5 MP f/1.7 Video: 4K 2160p@30fps with optical image stabilization
Sensors	Fingerprint, accelerometer, gyro, proximity, compass, barometer	
		heart rate
Features	IP68	
	Fast charging	
		Wireless charge

*According to Heureka.cz, the price of S7(G930F) was in February 2017 17 900CZK.

The biggest advantage of A5 (A520F) is the USB-C connector and better secondary camera resolution for selfies, although A5 is not able to capture video from rear camera in 4K. The most premium features as heart rate, wireless charging and compatibility with VR headset are missing in A5.

Notwithstanding, the A5 is powerful phone for users, who like taking photos, sometimes texts in the rain or call from bathroom. The phone offers fast charging through USB-C which is useful in critical situation, when the mobile phone is almost out of battery.

By parameters A5 is not the best phone, but it has very good pricing policy to performance ratio.

Table 9: Price table of Galaxy A series

Model	Availability in CZ	Recommended retail price
A320F	beginning of February 2017	8 999 CZK
A520F	beginning of February 2017	11 999 CZK

3.2.3 Galaxy S

The Samsung Galaxy S is a label for Samsung's high-end Android mobile devices for the year such as mobile phones and tablets. It is the best of the best that Samsung has developed in current year. This series is usually introduced in the spring. The first Samsung Galaxy S was announced in 2010.

3.2.3.1 Galaxy S8 – G950F and S8+ – G955F

The phone without boundaries (slogan for CZ) is produced in two variants S8 and S8+ the differences between them are in the body dimension and capacity of the battery.

The Galaxy S series is completely redesigned considering the previous design of Samsung's phones with the typical home button with fingerprint, branding and the bezels on the front side. This has all receded in progress and innovation on S8 and S8+.¹⁷

Both variants S8 and S8+ are single SIM, but S8+ also exists in hybrid dual SIM version. This version is only for selected sellers in the Czech Republic. The Samsung Galaxy S8 and S8+ offer the best of the previous models. There are features as “always-on-display”, the charging through USB-C port, fast and wireless charging, the certification IP68, fingerprint, heart rate etc.¹⁸

¹⁷Press announcement about S series, [19]

¹⁸Galaxy S, [15]

Table 10: Specification of S8 and S8+

Model	S8 (G950F)	S8+ (G955F)
Platform	CPU: Octa-core (4x2.3 GHz & 4x1.7 GHz) - Exynos 8895	
Display	Size: 5.8 inches	Size: 6.2 inches
	Screen to body ratio: 83,6%	Screen to body ratio: 84%
	Resolution: QHD 1440 x 2960	
Memory	Internal: 64GB RAM: 4GB	
Camera	Primary: 12MP, f/1.7 Secondary: 8 f/1.7 Video: 4K 2160p@30fps with optical image stabilization	
Battery	3000 mAh	3500 mAh



Figure 7: G950F

- The Exynos 8895

The Exynos 8895 is new type of processor with built in 10-nm FinFET (fin field-effect transistor) that offers super speed, power efficiency, and small chip size. The new structure of processor controls current leakage very effectively. The 10-nm FinFET process allows up to 27% higher performance or 40% lower power consumption compared to common used 14-nm FinFET.

S8 and S8+ are the first phones made with this 10-nm FinFET technology. Every previous model, made in 2017 line up, is made with 14-nm FinFET technology.¹⁹

¹⁹ CHROUST, Exynos 8895: Mozek pro chystaný Samsung Galaxy S8, [43]

- Infinity Display

It is a type of edge-to-edge display, which occupies more than 80% of the front side of the phone. The edges are slightly curved, which makes the side bezels almost invisible. The only bezels are on the top and on the bottom due to camera, speaker and iris scanner.

Display has a display ratio of 18:9 along with curved edges that make the phone comfortable to use. Non-standard aspect ratio is particularly useful when using multitasking, the user obtains the big screen that feels small.

- Iris Scanning

The patterns in your irises are unique to you and are virtually impossible to replicate, even single twins do not have the same iris, meaning iris authentication is one of the safest ways to keep your phone locked and the contents private better than fingerprint, face recognition or password.

- Dual Pixel autofocus

Classic autofocus uses one photodiode for each pixel, which allows focus only 10% of the total number of pixels equipped with a photodiode. While Dual Pixel technology uses two photodiodes for each pixel, allowing each of them to focus. Improvements include focusing on moving subjects, or taking pictures in low light conditions.

- Bluetooth 5.0

Compared to Bluetooth 4.2 the new Bluetooth standard 5.0 supports twice higher speed – 2Mbps, four times wider range – up to 200m (outdoor), transmit eight times more data – about 255 bytes, it is less energy consuming and more reliable than previous version.²⁰

²⁰ KILIÁN, Bluetooth 5: jaké jsou největší výhody proti starší verzi 4.2?, [45]

- Samsung pay

It is a type of mobile payment via phone, which frees the user from need of credit card. To authorize the payment, it is necessary to go through security check usually by fingerprint or iris scan. Unfortunately, this service is available only in selected countries in the Czech Republic has not been included yet.²¹

- Bixby

Virtual, intelligent, voice assistant Bixby. This assistant was announced in March 2017. It is a brand-new function, which makes using the mobile phone in more efficient and comfortable way. Bixby consists of three main parts: Bixby voice, Bixby vision, Bixby home.

The user can wake up Bixby voice assistant by voice “Hey, Bixby” or by pressing the button on left side under the volume control. By voice command the user can search something on the internet, call somebody or dictate the note. It is also possible to learn Bixby particular voice command e.g. “Hey Bixby, take a picture of the food”. Bixby is able to turn on camera, set it up to food mode, take a picture and save it into special folder call FOOD in the phone.

Bixby vision is a function in the camera, which is able to identify things on the photo e.g. place or products and find some information about the place on the internet or the best price of the product. There is also an opportunity to separate text from the photo.

Bixby home is a personalized assistant, activated by swiping right on a home screen. Bixby home interacts with user and collects data usually shows location, weather and data from frequently used applications e.g. mail, Samsung health monitoring etc.²²

²¹ HUGHES, p. 245-247, [3]

²² KARNER, Samsung Bixby: Everything you need to know!, [44]

- Samsung DeX

It turns the phone into a computer. Samsung DeX enables user to connect Galaxy S8, S8+ or Note8 to monitor, keyboard, and mouse to work with it as a full-featured computer.

It is necessary to put the phone into DeX Station (that is sold separately). The user interface is a desktop version of Samsung experience.



Figure 8: Samsung DeX

Table 11: Price table of Galaxy S series

Model	Availability in CZ	Recommended retail price
G950F	end of April 2017	21 999 CZK
G955F	end of April 2017	24 999 CZK

3.2.4 Galaxy Note

Samsung Galaxy Note is an Android phablet (phone in tablet size) whose features are a large screen and a S Pen. This series have been co-existing with Galaxy S series since 2011. In spite of the fact, that Galaxy Note series is usually more expensive than Galaxy S series, it does not mean that one of the series is upper or lower. They are equal because the dimension of the Note is not for every common user. They have different target groups.²³

²³Galaxy Note, [16]

3.2.4.1 Galaxy Note8 – N950F

The waterproof (IP68) Note8 with the same processor as the S8 or S8 + differs from them by a greater capacity of RAM, S pen, dual camera and by a larger, squared display (18:9). The battery capacity decreased due to S pen, which subtracts the inner space in Note8.²⁴

These features make the Note8 the highest performing phone of the year.

Table 12: Specification of N950F

Platform	CPU: Octa-core (4x2.3 GHz & 4x1.7 GHz)
Display	Size: 6.3 inches Resolution: QHD 1440 x 2960
Memory	Internal: 64GB RAM: 6GB
Camera	Primary: Dual camera 12MP, f/1.7 and 12MP, f/2.4 Secondary: 8 f/1.7 Video: 4K 2160p@30fps with optical image stabilization
Battery	3300 mAh



Figure 9: N950F

²⁴ Press announcement about Note, [20]

- S Pen

S Pen is an inherent part of the Galaxy Note series. The new S pen is waterproof thus the user can work on the phone even under the water. It also brings new features such as Live Message (messages with animation), PENUP (application for artists), Screen Off Memo (note on off display), translator and much more.²⁵

- Dual camera

There are two 12 MP camera on the back of the phablet. Both cameras, i.e. the wide-angle lens and the telephoto lens, are equipped with optical image stabilization (OIS).

For more sophisticated photography, Galaxy Note8 supports Live Focus, allowing you to control depth of field by adjusting the blur effect in preview mode even after taking the picture. In Dual Capture mode for Dual Shooting, the picture is taken from both cameras at once, and both images are saved– detail picture taken with a telephoto lens and a wide-angle photo that captured the entire scene.²⁶

Table 13: Price table of Galaxy Note series

Model	Availability in CZ	Recommended retail price
N950F	middle of September 2017	26 999 CZK

²⁵ IBRAHIM, p. 144-146, [4]

²⁶ SEIFERT, How to use Samsung's Galaxy Note 8 camera, [46]

3.3 Competition

Competition in the field of technology is required for innovations. Samsung operates in almost all divisions of CE (consumer electronics), i.e. TN (telecommunication), AV (audio-video), HA (home appliance). It is necessary to narrow the selection and to select only those companies operating in information technologies. There are competitor companies that have a close profile on TN. Samsung is currently the world's No. 1 in telecoms market. Its market share in the world is 32.99% for the year 2017. The second company is Apple with 19.65% market share in 2017. There are also some Chinese companies on the market such as Huawei, Xiaomi, etc. These companies are the biggest threat to the dominance of Samsung and Apple. They are predicted to have a rapid and large growth due to competitive products and a relatively more affordable price.²⁷

3.3.1 Huawei

Founded in 1988, Huawei Technologies is a fast-growing Chinese, telecommunication and network company that has become well-known in the last decade. Huawei is focused on premium products and technological innovation. Huawei offers a wide range of products with affordable price.

There are specifications of the most popular Huawei's mobile phones listed below. These popular phones are from the mid-range, phones are inspired by the top models of Huawei's portfolio however, they have lower specification and they are cheaper than premium models from the Chinese manufacturer.²⁸

²⁷ Mobile Vendor Market Share Worldwide, [47]

²⁸ About Huawei, [48]

3.3.1.1 P8 lite



Figure 10: P8 lite

Table 14: Specification of P8 lite

Platform	CPU: Octa-core 1.2 GHz
Display	Size: 5.0 inches Resolution: HD 720 x 1280
Memory	Internal: 16GB RAM: 2GB
Camera	Primary: 13MP, f/2.0 Secondary: 5MP
Battery	2200 mAh

Huawei P8 lite was announced in April 2015. Its initial price was 6 800 CZK according to Heureka.cz. The phone has retained its popularity to 2017. In December 2017 the price of the phone decreased to 4 000 CZK.

The phone is still running Android 5.0 (Lollipop), but it is upgradable to Android 6.0 (Marshmallow). Unfortunately, there is missing fingerprint sensor, USB OTG and the phone has hybrid dual sim slot with micro sim.

3.3.1.2 P9 lite



Figure 11: P9 lite

Huawei P9 lite was announced in April 2016. Its initial price was 7 490 CZK according to Heureka.cz. It is direct successor of P8 lite. The phone has undergone several improvements, it runs on Android 6.0 (Marshmallow), but it is upgradable to Android 7.0 (Nougat), it has Full HD IPS display, fingerprint sensor on its back, hybrid dual sim slot with nano sim and longer battery life.

Table 15: Specification of P9 lite

Platform	CPU: Octa-core (4x2.0 GHz & 4x1.7 GHz)
Display	Size: 5.2 inches Resolution: Full HD 1080 x 1920
Memory	Internal: 16GB RAM: 2GB
Camera	Primary: 13MP, f/2.0 Secondary: 8MP, f/2.0
Battery	3000 mAh

3.3.1.3 P9 lite 2017 (P8 lite 2017)



Figure 12: P9 lite 2017

Table 16: Specification of P9 lite 2017

Platform	CPU: Octa-core (4x2.0 GHz & 4x1.7 GHz)
Display	Size: 5.2 inches Resolution: Full HD 1080 x 1920
Memory	Internal: 16GB RAM: 3GB
Camera	Primary: 12MP, f/2.0 Secondary: 8MP, f/2.0
Battery	3000 mAh

All the ailments were fixed in January 2017 by announcing the upgradable version of Huawei P9 lite 2017 or also known as P8 lite 2017. Its initial price was 7 500 CZK. The phone is running on Android 7.0 (Nougat). It has premium glass body construction, bigger RAM and USB OTG.

3.3.2 Apple

Apple Inc. is an American company based in Cupertino, California. Apple is widely known especially for its original products iPhone, iPad and Mac. Apple is using their own software called iOS in their mobile devices, which is primarily developed for the maximum utilization of hardware.

According to the fact that Samsung has delivered several components to Apple, they are not the competitors literally. Samsung has some profit even though Apple sells its product. The cooperation is working between these two brands.

The products have entirely different software, the iOS is more reliable and secure than Android due to the use of sandboxing (each application has access only to certain storage space). Moreover, the iOS is closed to any software improvement by external developers. Every application, which the customer is able to install from Apple's app store, is verified by several Apple's security controls. This caution and sandboxing ensures the reliability of the phone, prevent it from lagging the software and secure customer's data.

On the other hand, Android is open source, it means that anybody is able to develop its own application, launcher etc. It frees the users in a way how they use their phone, Android enables full customization, desktop interface, connection of flash or SD card. Apple found out the only, reliable, secure way how to use the mobile phone. Android requires bigger responsibility from user to be aware of what application they are downloading and keep running, which data they are sharing etc.

3.3.2.1 iPhone SE 32GB



Figure 13: iPhone SE

Table 17: Specification of iPhone SE

Platform	CPU: Dual-core 1,84 GHz
Display	Size: 4.0 inches Resolution: 640 x 1136
Memory	Internal: 32GB RAM: 2GB
Camera	Primary: 12MP, f/2.2 Secondary: 1,2MP, f/2.4 Video: 4K 2160p@30fps
Battery	1624 mAh

In March 2016 Apple decided to change its own strategy in mobile phone division. Until 2016 Apple was selling only one top line of its phones. iPhone SE is the first phone of Apple's middle class. Apple used old design of iPhone 5s (2013) and put in better components from iPhone 6s. This enables Apple to make the affordable iPhone for a price 13 500 CZK.

It is difficult to compare iPhone with other Android phones. From the hardware point of view, it has non-expandable storage, fingerprint sensor in the home button and special charging connector – lightning. The software is different compare it to Android, iOS is more secure, but restrictive.

To sum up, iPhone's hardware looks weak on the paper, compared to its competitors, but the software changes the iPhone into a powerful mobile phone.

3.3.3 Xiaomi

Xiaomi is a fast-growing Chinese company which produces affordable smart phones and consumer electronics (e.g. routers, cables etc.). Xiaomi's first smart phone was released in 2011. Due to the low price and seemingly high quality of hardware, Xiaomi's smart phones became very popular in the Czech Republic.²⁹

²⁹ About Xiaomi, [49]

3.3.3.1 REDMI 4X 32GB



Figure 14: Redmi 4X

Table 18: Specification of Redmi 4X

Platform	CPU: Octa-core 1.4 GHz
Display	Size: 5.0 inches Resolution: HD 720 x 1280
Memory	Internal: 32GB RAM: 3GB
Camera	Primary: 13MP, f/2.0 Secondary: 5MP f/2.2
Battery	4100 mAh

Xiaomi Redmi 4X 32GB was announced in May 2017. Its initial price was 5 590 CZK according to Heureka.cz. The phone is running Android 6.0 (Marshmallow). It has fingerprint sensor, USB OTG, hybrid dual sim and seemingly long battery life.

4 Marketing research

4.1 Retail marketing in Czech Republic

EURONICS ČR, a.s. is a member of the largest European network of retailers that distributes electrical appliances called EURONICS INTERNATIONAL. It is a network of wholesalers whose co-founder and main shareholder in the Czech Republic is HP TRONIC Zlín, spol. s r.o. They trade more than 60 global brands of electrical appliances. They associate more than 120 shops and have three own warehouses, road transport and e-shop.³⁰

Another wholesale in the Czech market is FAST ČR, a.s. FAST imports more than 70 brands and in twenty of them FAST is the exclusive distributor for the Czech and Slovak Republics e.g. Sencor, Casio and others. In addition, FAST operates Planeo, which has a total of 70 shops in the Czech Republic.³¹

Another major company is Electro World s.r.o., which is a subsidiary of the Slovak company NAY, a.s., and nowadays customers can use the services of a total of 18 stores of Electro World in the Czech Republic. They also operate their own e-shop.³²

Furthermore, retail shops of DATART INTERNATIONAL, a.s. also have an important role on the Czech market. DATART's shares originally belonged to the French company Darty, but in 2014 HP TRONIC gained a 20% stake in DATART. The owners of DATART and HP TRONIC have agreed that DATART, one of the largest retail entities in the Czech Republic, will join the HP TRONIC group alongside Euronics and the e-shops Kasa.cz and Hej.sk. The newly established business group will be represented in the retail market by both previously independent companies.³³

OKAY s.r.o. is one of the last major companies engaged in the sale of electrical appliances in the Czech Republic. The shops are in smaller towns of about 15,000 inhabitants. Their shops are usually smaller in size. OKAY tries to place their shops simply and purposefully.³⁴

³⁰ About Euronics, [50]

³¹ About FAST, [51]

³² About ElectroWorld, [52]

³³ About Datart, [53]

³⁴ About Okay, [54]

4.2 Sales promotion

Sales promotion includes a set of various motivational tools, designed to stimulate faster or larger purchases of certain products by customers. It is a type of communication which is aimed to attract consumers and to influence their final decision. Sales promotion uses tools that provide direct customer contact.³⁵

Sales support often targets on disloyal customers or customers who have no preferences to the brand. There are many customers who are looking for sales promotion to save money. For this reason, the company needs to carefully consider whether the brand will benefit from the sale and whether it will pay off. Sales promotion includes the following forms:³⁶

- in-store (hostess or promoters)
- demonstration (workshop)
- loyalty programs (loyalty card)
- special events (coupon sales or exhibitions)
- competitions (giveaways)

4.2.1 In-store promotion

In-store promotion is a collection of promotional tools used inside the store to influence buyers purchasing decisions.

Due to its huge influence, the merchandising is described in following chapter, because it is one of the biggest part of in-store promotion. The clean nice display on the right visible place is able to attract the most customers.

4.2.1.1 Incentive

Incentive is the motivation factor for sellers to sell promoted goods. Something that encourages a person to sell what company wants. It could be in the form of some presents, gift cards or simply money. This means that if the sales men sell some preferred goods, they will obtain something more to their salary. E.g. a customer wants to buy a mobile phone. He is not sure which one is better. He hesitates between Samsung galaxy S7 and galaxy A5 2017 and he asks the sales

³⁵ KOTLER, p. 590, [5]

³⁶ BÁRTA, BÁRTOVÁ, KOUDELKA, p. 201, [6]

man for help. The seller will recommend A5 2017, because if he sells it, he obtains 200Kč more to his salary.

Unfortunately, the inner remuneration system of each company is not visible. Rewarding process of employees is the company secret.

4.2.1.2 Promoters

The promoter's job is to make a particular product or brand visible. They are making it more attractive for customers. Promoters support and increase sales. They primarily communicate with customers and raise the prestige and general awareness of the brand or product.

4.2.2 Merchandising

Merchandising is the way of arranging goods in the shops. It uses knowledge of consumer behavior. If the goods are properly displayed, it has a stronger influence on customers, its regular availability and position in the shop ultimately increases overall turnover and profits from the product.

Merchandising services include: promotion displays adjustments and placement, shelf merchandising, fastening of banners and posters, price control of goods, quality control, product display, special offers, sales promotion etc.³⁷

Merchandising is carried out by salesman or resellers themselves or specialists who are hired by the brand itself. They are responsible for displayed goods at the shops. Merchandisers are checking shown goods and replenishing it in shelves. Placing the goods in the given position is called "facing", e.g. pulling the goods back from the shelves forward to get the goods as close as possible to the customer and it is necessary to avoid gaps on the shelves.

4.2.2.1 POP and POS

POP ("Point Of Purchase") and POS ("Point Of Sale") materials are a very important part of the presentation of goods at the point of purchase/sale. Well-chosen and targeted POS/POP materials can attract customer's attention and influence their final purchasing decisions.

³⁷ BÁRTA, BÁRTOVÁ, KOUDELKA, p. 215, [6]

POS/POP materials always carry a message. They carry two communication goals - informative message and sales support. They are always in line with marketing priorities and ongoing complex campaigns.

An important element in increasing the attractiveness of the place of sale is the installation of promotional materials themselves - their location in the direction of customers flow, eye level, etc.



Figure 15: POS material

4.2.2.2 Grouping of products

This marketing strategy is used in retail marketing for the products of the same brand which is displayed in one place. Grouping of products gives the customer a better portfolio orientation and overall better insight.

Grouping is convenient when the customer is already decided for a brand, but the particular model of product line is yet to be chosen.

4.2.2.3 Play-table

It is the special type of table with hidden security inside. These tables are mainly used in TN division. Play-table allows customers to try phones in the shops.

The phones on the tables are LDU (Live Demo Units) usually in “retail mode”, which has several functions. The main purpose of using LDU instead of real phones is to prevent anybody to profit from stealing the device. Despite the fact that LDU has the same chassis, features and specification as real phone, it does not have the possibility to call someone, because it does not contain GSM (Global System for Mobile Communications) module.

The retail mode is an application which shows the advertisement video on the phones in an infinite loop and it also automatically deletes any customized settings e.g. wallpapers, password etc. The advertisement video should attract the customers and encourage them to pick up the phone and try it with their own hands.

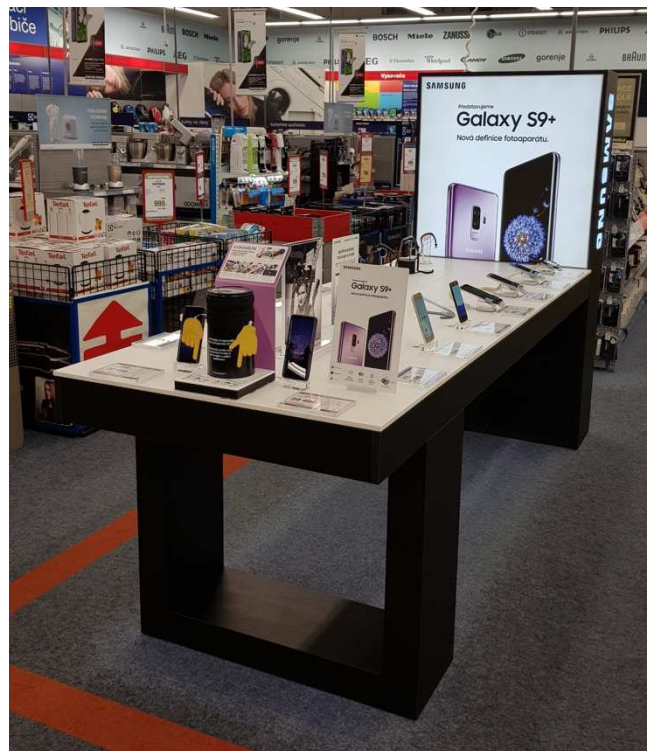


Figure 16: Play-table

4.2.3 Samsung retail marketing and in-store promotion

Samsung Electronics invests a lot of money in advertising more than any other company which is selling CE. In 2016 Samsung spent \$10 billions on marketing its brand and products worldwide. It is possible to compare it to e.g. company LG because it is also Korean company, which is selling goods in almost all division of

CE. LG only spent around \$1 billion on marketing in 2016. Experts often comment on the development of Samsung sales compared to other brands.³⁸

Overall success of Samsung is partly due to its marketing. Their enormous budget for marketing boosts the visibility of products in all places like stores, posters on buildings, TV advertising etc. Samsung wants to showcase everywhere. One of the most important forms of advertising is retail, where the consumer can get acquainted with the products. Moreover, the customer can compare Samsung products with the competitors.

4.2.3.1 Samsung Merchandising in Czech Republic

The appearance and display have a certain effect on the customers. It is necessary for maintaining competitiveness and to keep Samsung products and its exposition clean and visible in the stores.

There are teams of sales representatives in the Czech Republic and other European countries. They are creating a good name for Samsung Electronics in each shop. Their visit is not only about merchandising but also about propagation of Samsung brand, training new sales men and presenting new products in the shop.

In every larger store with electronics in Czech Republic, there is shown branded shelves with Samsung logo e.g. Samsung play-table. The shelves must be visible and placed in the direction of incoming potential customers e.g. opposite the entrance. The products which are not in branded shelves are usually grouped together and marked by branded flag (HA division) or branded pad (TV division). This catches customer's attention and helps quickly distinguish Samsung products from the others.

Display products and branded shelves are usually improved by POP/POS materials, which inform customers about the product, its function and about the ongoing discounts (e.g. cashback - return of a certain amount of money for the Samsung product that the customer bought).

³⁸ RUTNIK, Here's how much Samsung and LG spent on marketing in 2016, [55]

4.2.3.2 Samsung in-store communication in Czech Republic

In-store communication is a collection of promotional tools used inside the store to influence buyers purchasing decisions.³⁹ These tools also include written materials such as POP and POS, special sales, gifts for purchase etc. However, this part is focused on direct, personal communication with customer.

Samsung's in store communication and promotion are different from the competitors. Most companies hold several events before Christmas or when they start selling new product lines. Most of the promoters and hostesses are mediated through an advertising agency. They mostly train promoters to know only key USP (unique selling proposition). The problem is that companies expect that usually three sales arguments are enough for promoters to know about the product and they want promoters to pass on this information to customers. However, sometimes these points are not the reasons why the customers intend to buy the product.

Therefore, Samsung has a different strategy. The above cited Samsung has a team of sales representatives, who are dressed in blue T-shirt with Samsung logo. This dress code is same all around the world and it enables customers to recognize Samsung employee anywhere. Some members of Samsung team are placed on the key stores every weekend year-round. In Czech Republic these are the biggest retailers such as Electro World, Datart and show room of Alza. It means that Samsung has stable team of promoters who have perfect knowledge of whole portfolio of Samsung products and they are able to reliably promote the brand and face inquiring questions of customers. The promoters are also well trained in communication with customers. They analyze customer's needs, choose the best product, convince customer about the benefits of the product, sell the product and offer accessories. Samsung has a very customer-friendly approach.

Samsung promoters also care about perfect and clean display of Samsung products, proper placement of POP and POS materials etc. According to their working hours usually from Thursday to Sunday, when the fluctuation of customers is the highest, they have obligations to monitor sales in particular shops. They also should create positive attitude of salesmen to Samsung products,

³⁹ BOČEK, JESENSKÝ, KROFIÁNOVÁ, p. 16, [7]

collect innovation idea from customers and salesmen how to improve Samsung products or Samsung display share. They are professionals in the field of consumer electronics and behavior towards the customer.

4.3 Consumer behavior

Consumers are divided into five purchasing roles - initiator, influencer, decision maker, buyer, user. The initiator is the person who first suggests purchasing a particular product. The influencer is the person who influences purchasing decisions by his or her point of view. The decision maker is the one who makes the final purchase decision - whether to buy, what to buy, how to buy and where to buy. The buyer is the person who makes the purchase. The user is the person who consumes or uses the product.

There are many factors influencing the buying behavior of each consumer. It is divided into several groups: cultural, social, personal, psychological.

The purchasing and decision-making process that the consumers go through before making the purchasing decision itself is divided into several phases. It is recognition of need, information retrieval, evaluation of alternatives, purchasing decisions and buying behavior.⁴⁰

4.3.1 In-store influencing customers

Surveys have shown that 60% of customers do not have a clear idea of what they want to buy when entering the shop. Only 4% of people have a prepared list (in head or on paper). This represents the ideal conditions for influencing the customer directly in the sales unit environment.⁴¹

The above cited customers are influenced in the stores by merchandising: placement of goods, colors of shelves, POS and POP materials etc. However, nowadays it is a time of oversupply and overcommunication. Customers are lost in many offers of similar goods and huge number of unclear advertisements. This causes that customers are looking for more personal contact, they come to the store and they are looking for specialist who can help them individually with

⁴⁰ KOTLER, p. 317-336, [5]

⁴¹ LÍBALOVÁ, p. 8, [8]

their problem. This is the chance for the promoters to persuade customers about the quality of their products.

The best way for the promoter is to go through the purchasing decision with the customer step by step. Promoter should ask the customer open questions to make customer speak about their needs, expectations and preferences. It is necessary to gain customer's trust that the promoter really cares about their best choice. After finding out the customer's needs, it is optimal to recommend about three products and speak about their benefits for the customer according to his or her needs or expectations. One product would mean that customer has no choice, two products are neither a varied selection, three products are optimal. Customers usually have additional questions and objections to the price. This is kind of critical point, which can be handled by real professionals with perfect knowledge of the product and its competitor. During purchasing decision it is useful for the promoter to make an effort to sell the product e.g. ask question: "Would you like to put this phone on the cashier?". After customer's decision it is nice to accompany him or her to the cashier and say goodbye.

This is the example of perfect cooperation with the customer, but not every situation is perfect. The key factor, which sells, is emotion. Promoters of Samsung usually use the Samsung phones and their selling arguments come from their personal experience. The keen and dedicated promoters show the real enthusiasm for the Samsung products and this emotion sells the most.

5 Results of year 2017

5.1 Market share of mobile phones in Czech Republic in 2017

In the following table below, there are listed the top selling phones in Czech Republic in 2017. The first three positions are occupied by Samsung phones. Nevertheless, on the first and second position there are phones from 2016. The reason is that the J series 2017 was available in the middle of the year 2017. Therefore, during the first half of the year only J series 2016 were available in the stores and after the launch of J series 2017 the previous mobile phones from 2016 obviously became cheaper. Due to this, it is even more interesting that the model J5 (2017) got to the top three best-selling phones of 2017 just in five months.

Fourth to sixth place is occupied by Chinese mobile phones. Huawei benefited from the popularity of its older phone P9 lite (2016) and P8 lite (2015). This again shows the fact that customers are waiting for some sort of discount or sale. Compare to Xiaomi with its model Redmi 4X (32 GB) which became popular in seven months. It is direct competitor of Huawei P9 lite (2017), placed on the tenth place. The reason why Xiaomi is more popular than Huawei P9 lite (2017) is that the Xiaomi offers bigger internal storage 32 GB in contrary to Huawei's only 16GB of internal storage and Huawei's higher initial price.

Seventh and eighth place belong again to Samsung and its A series of their mobile phones, which started to sell in the beginning of the year. The most expensive phone of top ten is in the ninth place and it is iPhone SE (32 GB) with its initial price 13 500 CZK.

Table 19: The top selling phones of 2017

Market	Model	Quantity (K units)
1	J5 (2016)	192
2	J3 (2016)	180
3	J5 (2017)	118
4	P9 lite	78
5	Redmi 4X (32 GB)	71
6	P8 lite	62
7	A3 (2017)	58
8	A5(2017)	57
9	iPhone SE (32 GB)	53
10	P9 lite (2017)	51

The focus of this thesis is on Samsung. There is a table below which shows the sales of Samsung mobile phones in 2017. There are four phones launched in 2017 and the rest of the phones are from 2016. This is a great success because the new phones are the most profitable for the company.

The first three places are dominated by J series, the reason is obviously the affordable price for the phone. Thereafter it continues with A series and S series, the sales are copying the cost. The success of model S8 is such a promise to the following year 2018 that the phones from 2017 will sell even better in 2018. The reason of this is simply the fact that the phones from 2017 will be available in stores for lower price.

Table 20: The top selling Samsung phones of 2017

Market	Model	Quantity (K units)
1	J5 (2016)	192
2	J3 (2016)	180
3	J5 (2017)	118
4	A3 (2017)	58
5	A5 (2017)	57
6	A3 (2016)	42
7	S7	41
8	S8	33
9	S7 edge	25
10	A5 (2016)	24

5.2 The results of the questionnaire survey

The survey was taken among 467 students of BUT (Brno University of Technology) and MU (Masaryk University) during 19. 03. 2018 - 03. 04. 2018. The survey consists of six questions about their mobile phones. Which phone do you have? How long have you owned the phone? Why did you buy it? How do you choose the phone? Which function of the phone is the most interesting? Which brand has the largest advertising?

In the beginning of the survey it was not clearly specified what the research is about. To avoid influencing the answers of respondents. The survey was composed from question with choice of answers or space for their own opinion, multiple choice was forbidden to force respondents either to choose only the best answer or to write their own answer.

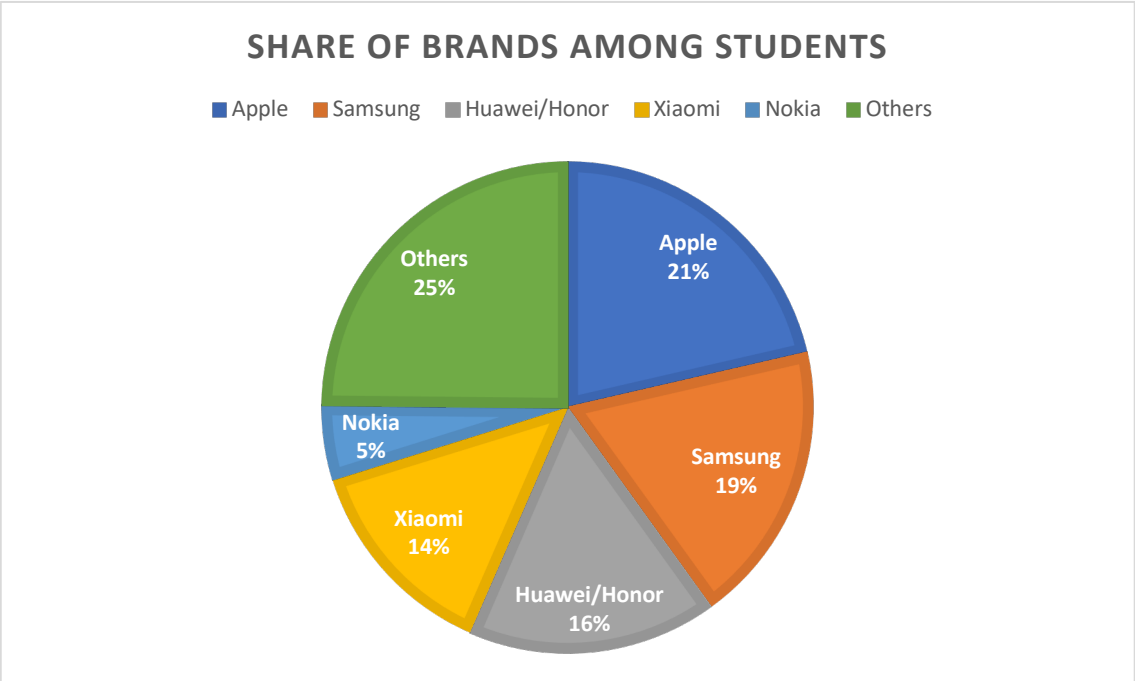


Figure 17: Share of brand among students

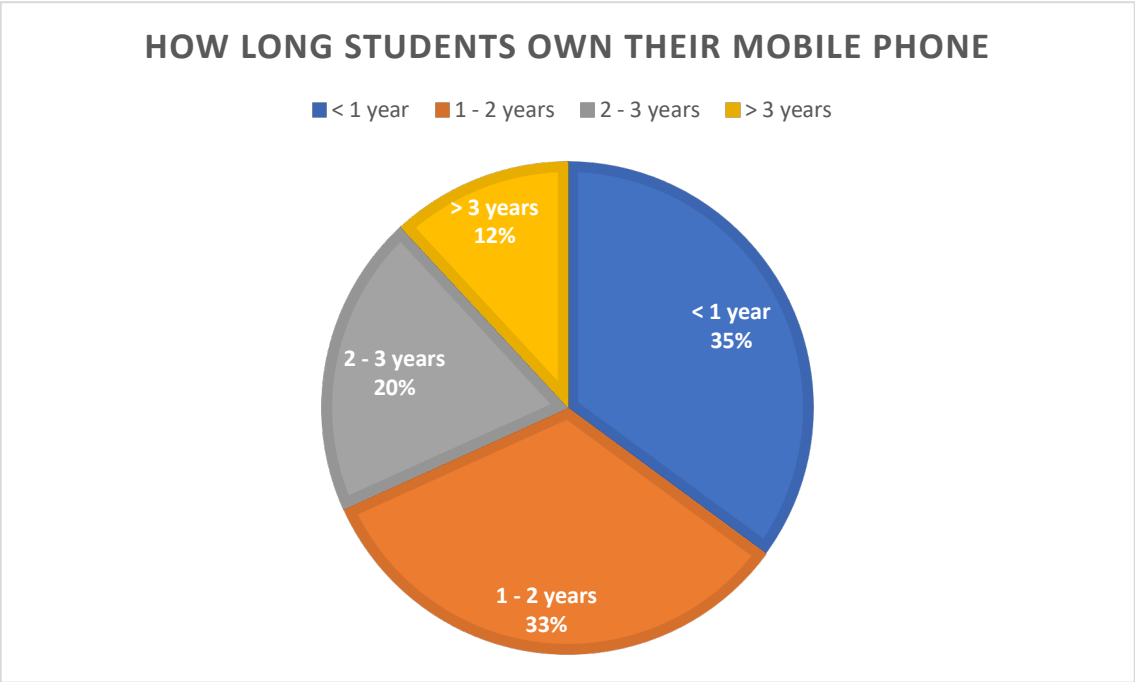


Figure 18: How long students own their mobile phone

KEY FACTOR OF CHOOSING THE MOBILE PHONE

price performance RAM
 number of lens price/performance ratio battery life
 system more factors together other

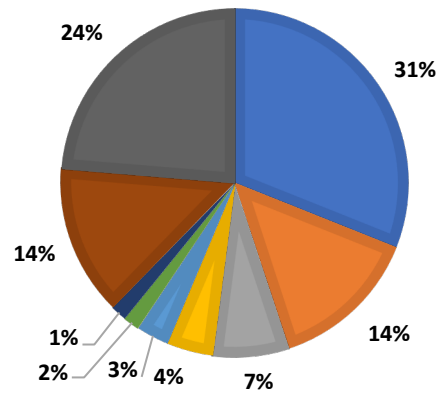


Figure 19: Key factor of choosing the mobile phone

THE REASON OF PURCHASE

price/performance ratio only performance recommended
 design interesting features function of camera
 other reasons

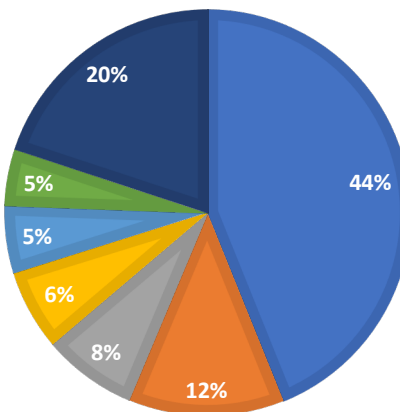


Figure 20: The reason of purchase

THE MOST INTERESTING FUNCTION FOR CUSTOMERS

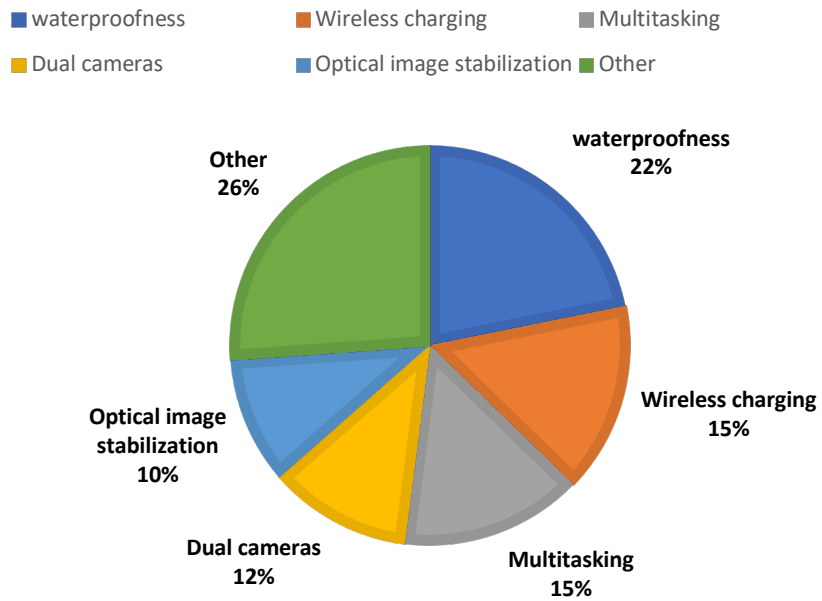


Figure 21: The most interesting function for customers

BRAND WITH THE LARGEST ADVERTISING

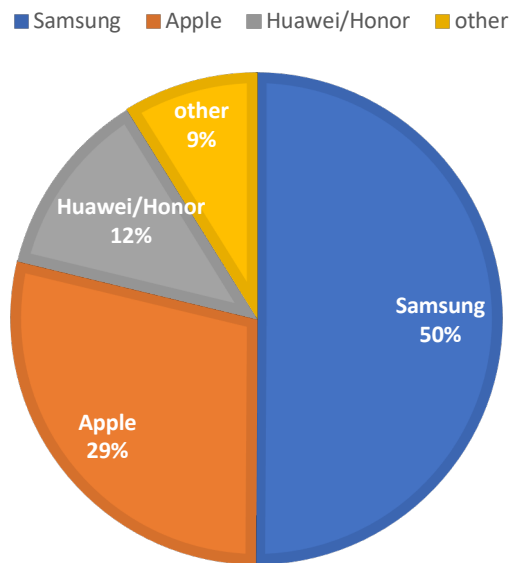


Figure 22: Brand with the largest advertising

5.3 Evaluation of the survey results

The relevance of this survey is ensured by the amount of people that have filled their answers. The only downside is the sort of people who answered. As was cited before, the purchasing decision can be influenced by many factors: cultural, social, personal, psychological etc. In this survey, the participating respondents were from similar social background. The respondents were mostly young people aged between 18-28 years, they are university students, they use social media on a daily basis, they study at the same town. The reason for choosing this group of people was the intention to find respondents who are interested in mobile phones and have some reliable point of view on the problematics of choosing a mobile phone. The aim was to exclude people who choose mobile phone based on its color or design and gather some relevant and significant information.

The brand share among the students is a little bit disturbing at the first sight, but considering the fact that Samsung is the main supplier for iPhone, the competitiveness of Samsung is not jeopardized. Apple is not a competition in wrong sense of the word. Samsung and Apple cooperate and thank to this cooperation Apple can deliver its users the best using experience due to their software preferences.⁴²

The mobile phones are consumer electronics, they should make our life easier. On average, the lifetime of a phone is thirty months, after this period of time the consumer buys a new one to have the best phone possible.⁴³ This correlates with survey because 35% of respondents have bought their phone last year and 33% have owned their phone for between one to two years.

Another point of interest which was examined in the survey was the key factor of choosing the mobile phone. 31% of respondents are focused on the price, it means that they have an established budget, which they want to keep. The second most mentioned point was overall performance and RAM, this was the most chosen answer of Android users. 14% of respondents take more factors into account when choosing mobile phone. The most interesting answer was that 4% of respondents are choosing their phone according to number of lenses, it

⁴² KANG, Samsung Will Be Apple's Top Supplier For iPhones Again In 2017, [56]

⁴³ LÁSKA, 7 z 10 prodaných mobilů v Česku je chytrých, vydrží nám 30 měsíců, [57]

needs to be noted that the number of lenses does not determine the quality of camera.

Further, another question was about the respondent's main reasons of purchase. 44% of respondents are dealing with price/performance ratio, the customer wants some value added to the product which they buy e.g. gift, special price and extra premium features. Less than 20% of respondents take care about all features of the phone and its software. 12% of respondents are focused only on performance. The interesting finding is that 8% of respondents believe in recommendation and some of the respondents stated that their phone was chosen by someone else.

Following question was about function of the phone which respondents finds interesting. 22% of respondents were attracted by waterproofness, which is an interesting fact, because on the Czech market (up to the end of the year 2017) the selection of waterproof mobile phones is fairly limited. There are only few models, Samsung A series and higher models, Apple iPhone 7 and higher models, Sony and Caterpillar phones. The second popular feature was wireless charging, which offer is again limited on the Czech market and it is taken as a premium function, which can be found only in Samsung S series, Note series and Apple iPhone 8 and higher models. Other attractive features are connected to the camera, respondents are interested in dual lens and optical image stabilization, which is again a premium function of the camera. Other respondents were interested in multitasking, unlocking by fingerprint and making phone calls.

The last question was about perception of advertising, the most perceived advertising by respondents was from Samsung, which fulfills its purpose. However, the second most seen advertising was from Apple, which is interesting because Apple does not invest into TV advertising, POP and POS materials in Czech Republic.

To sum up, the respondents were chosen according to their potential to write some interesting point of view on problematics of choosing a mobile phone. A professional approach and basic knowledge about mobile phone was expected. The disappointing answers were that respondents expect to make a phone call, they wish to have as many camera lenses as possible and pay the least. Fortunately, most of the answers were useful. It is impossible to write here all interesting answers and ideas, written in the survey. To summarize it briefly,

most of the respondents are interested in the product as a whole instead of its individual functions during the purchasing process. Some respondents want the product with the best price to performance ratio and they do not care about the brand itself.

6 Conclusion

In this bachelor thesis I have summarized the main specifications of Samsung mobile phones for the year 2017, which was the first partial goal. There were also described the components which are used in mobile phones and their advantages for the customers. Starting from the J series up to the Note series I have pinpointed the biggest advantages of each series and its attractiveness for potential customers. Each of these series is the best what Samsung can offer in its category. There are also analyzed the most popular and the most selling phones from Samsung's competitors in 2017.

The second part of the thesis is the marketing research, where is described the current retail marketing situation in Czech Republic. According to this, Samsung chose its own sales strategy, which is described from the merchandising to the approach to the customer.

The last part deals with evaluation of the year 2017, what Samsung and the competitors sold. Sales presentation is completed by the survey, which provides a true feedback from the customers, how they think about the product, what they are expecting from the mobile phone, which features they find interesting about phones.

According to the table of top-selling phone, Samsung as a company leads above competition, it could be even better if their number one selling phone was the phone from 2017. However, it is not easy for the product issued in 2017 it does not have all year to gain popularity and buyers. Samsung has already built its brand in Czech Republic, it is known from the advertisement and according to the survey it is popular. The only brand which could threaten Samsung in sales is Apple, but as was cited in the thesis they cooperate; Therefore, Apple is more like a partner than a competitor. The other Chinese competitors have different price strategy beside Samsung; their focus is on affordable phones and not on premium phones. Samsung is not attending the race for bigger RAM or more megapixels etc. Samsung brings the user a real usable mobile phone with balanced hardware and software performance. The Samsung competitiveness will not be jeopardized provided Samsung retains its product quality, perfect marketing strategies and until customers buy the mobile phones for their features and not for the lowest price. Samsung succeeded thanks to mixture of many factors such as their valuable products, marketing strategies and strong sales representative base.

Their perfect visibility on the stores, professional approach to the customer and deep knowledge of their products gives the unique customer experience.

It is obvious that Samsung succeeded amidst the competitors on the Czech market. Their marketing, sales and price strategy proved its qualities in 2017. The year 2018 will be even more successful for mobile phones from 2017.

7 Appendix

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